

CONTRACT

WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

And:

GMMB/Greer Margolis Mitchell & Burns
1010 Wisconsin Avenue
Suite 800
Washington, DC 20007

Contract / Revision 566376 /		Alt Order # 07893892
Product OBAMA/P/D SKED A		
Contract Dates 10/30/12 - 11/05/12		Estimate # //1537
Advertiser Obama/D/President		Original Date / Revision 08/06/12 / 08/07/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WTKR	Account Executive Jamie Andrus	Sales Office Washington, D.C.
Special Handling		
Demographic Adults 35+		
IDB# 8020	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	3	10/30/12	11/02/12	Let's Make A Deal 9am	9-10am		:30			NM	8	\$1,960.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				8	\$245.00			
N 2	3	11/05/12	11/05/12	Let's Make A Deal 9am	9-10am		:30			NM	2	\$490.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				2	\$245.00			
N 3	3	10/30/12	11/02/12	Price Is Right	11am-12n		:30			NM	8	\$2,360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				8	\$295.00			
N 4	3	11/05/12	11/05/12	Price Is Right	11am-12n		:30			NM	2	\$590.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				2	\$295.00			
N 5	3	10/30/12	11/02/12	Newschannel 3 News	12n-1230pm		:30			NM	4	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$210.00			
N 6	3	11/05/12	11/05/12	Newschannel 3 News	12n-1230pm		:30			NM	1	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$210.00			
N 7	3	10/30/12	11/02/12	CBS Daytime	1228-3pm		:30			NM	4	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$210.00			
N 8	3	11/05/12	11/05/12	CBS Daytime	1228-3pm		:30			NM	1	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$210.00			
N 9	3	10/30/12	11/02/12	Ellen Degeneres 3pm	3-4pm		:30			NM	8	\$1,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				8	\$140.00			
N 10	3	11/05/12	11/05/12	Ellen Degeneres 3pm	3-4pm		:30			NM	2	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				2	\$140.00			
N 11	3	10/30/12	11/02/12	NewsChannel 3 News	5-6am		:30			NM	8	\$1,320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				8	\$165.00			

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566376 /	07893892

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/30/12 - 11/05/12	OBAMA/P/D SKED A	//1537

<u>Advertiser</u>	<u>Original Date / Revision</u>
Obama/D/President	08/06/12 / 08/07/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
N 12	3	11/05/12	11/05/12	NewsChannel 3 News	5-6am		:30			NM	2	\$330.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/05/12	11/11/12	M-----				2	\$165.00				
N 13	3	10/30/12	11/02/12	Newschannel 3 News	6-7am		:30			NM	8	\$1,760.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	-TWTF--				8	\$220.00				
N 14	3	11/05/12	11/05/12	Newschannel 3 News	6-7am		:30			NM	2	\$440.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/05/12	11/11/12	M-----				2	\$220.00				
N 15	3	10/30/12	11/02/12	CBS This Morning	7-9a		:30			NM	13	\$1,820.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	-TWTF--				13	\$140.00				
N 16	3	11/05/12	11/05/12	CBS This Morning	7-9a		:30			NM	2	\$280.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/05/12	11/11/12	M-----				2	\$140.00				
N 17	3	11/03/12	11/03/12	Early Show Saturday	9-11am		:30			NM	1	\$70.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	-----S-				1	\$70.00				
N 18	3	11/04/12	11/04/12	CBS Sunday Morning	9-1030am		:30			NM	1	\$245.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	-----S				1	\$245.00				
N 19	3	11/04/12	11/04/12	Face the Nation	1030-11am		:30			NM	1	\$295.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	-----S				1	\$295.00				
N 20	3	10/30/12	11/02/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	4	\$660.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	-TWTF--				4	\$165.00				
N 21	3	11/05/12	11/05/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	1	\$165.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/05/12	11/11/12	M-----				1	\$165.00				
N 22	3	10/30/12	11/02/12	Newschannel 3 News	5-530pm		:30			NM	4	\$840.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	-TWTF--				4	\$210.00				
N 23	3	11/05/12	11/05/12	Newschannel 3 News	5-530pm		:30			NM	1	\$210.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/05/12	11/11/12	M-----				1	\$210.00				
N 24	3	10/30/12	11/02/12	Newschannel 3 News	530-6pm		:30			NM	4	\$980.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	-TWTF--				4	\$245.00				
N 25	3	11/05/12	11/05/12	Newschannel 3 News	530-6pm		:30			NM	1	\$245.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/05/12	11/11/12	M-----				1	\$245.00				
N 26	3	10/30/12	11/02/12	Newschannel 3 News	6-630pm		:30			NM	4	\$1,240.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	-TWTF--				4	\$310.00				
N 27	3	11/05/12	11/05/12	Newschannel 3 News	6-630pm		:30			NM	1	\$310.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/05/12	11/11/12	M-----				1	\$310.00				
N 28	3	10/30/12	11/02/12	Late Night with David Letterm	1135pm-1237am		:30			NM	4	\$660.00	

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											Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$165.00			
N 29	3	11/05/12	11/05/12	Late Night with David Letterman	1135pm-1237am		:30			NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$165.00			
N 30	3	10/30/12	11/02/12	Late News (M-F)	11-1135p		:30			NM	4	\$1,580.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$395.00			
N 31	3	11/05/12	11/05/12	Late News (M-F)	11-1135p		:30			NM	1	\$395.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$395.00			
N 32	3	11/03/12	11/04/12	Late News (Sa-Su)	11-1135p		:30			NM	2	\$590.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----SS				2	\$295.00			
N 33	3	10/30/12	11/02/12	7-730pm	7-730pm		:30			NM	4	\$1,020.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$255.00			
N 34	3	11/05/12	11/05/12	7-730pm	7-730pm		:30			NM	1	\$255.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$255.00			
N 35	3	10/30/12	11/02/12	730-8pm	730-8pm		:30			NM	4	\$1,020.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$255.00			
N 36	3	11/05/12	11/05/12	730-8pm	730-8pm		:30			NM	1	\$255.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$255.00			
N 37	3	11/03/12	11/03/12	730-8pm	730-8pm		:30			NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$70.00			
N 38	3	10/31/12	10/31/12	Wednesday Prime	10-11pm		:30			NM	1	\$1,765.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--W----				1	\$1,765.00			
N 39	3	11/03/12	11/03/12	Saturday Prime	10-11pm		:30			NM	1	\$455.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$455.00			
N 40	3	11/04/12	11/04/12	Sunday Prime	7-8pm		:30			NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$2,100.00			
N 41	3	11/03/12	11/03/12	NCAA Football	Various		:30			NM	4	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				4	\$1,625.00			
N 42	3	11/03/12	11/03/12	NCAA Football	Various		:30			NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				4	\$1,500.00			
Totals											132	\$42,940.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/05/12	132	\$42,940.00	\$36,499.00
Totals	132	\$42,940.00	\$36,499.00

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Signature: _____ **Date:** _____

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